



PRE-PROGRAM QUESTIONNAIRE

Marilyn Sherman wants to ensure that her participation in your event adds as much value as possible. Therefore, it is important that she receive as much information about your organization and event so she can create the best presentation to fit your specific needs. Please complete this questionnaire and return with any additional marketing promotional materials (program/event brochure, newsletters, invitations, etc.) prior to your conference call with Marilyn. Answer as much as you can. We appreciate your time and attention to detail as we know your time is valuable. Thank you so much for your help.

EVENT OVERVIEW

Name of Organization

Address

City

State

Zip

Website

Date of Marilyn's Program

Time of Marilyn's Speech

AM PM

Primary Contact Person's Name

Title

Office Phone

Cell Phone

Email

Secondary Contact Person's Name

Title

Office Phone

Cell Phone

Email

Who will be introducing Marilyn?

Marilyn has an introduction (different than her bio), what's the email she should send that to?

Speakers you've had in the past: _____

What has worked or not worked with this audience in the past?

Are there any acronyms, phrases or jargon that Marilyn should incorporate into her presentation?

Are there any taboo subjects to stay away from?

LOGISTICAL INFORMATION

What is the conference/event theme or focus?

What is the conference social media hash tag?

What is happening immediately BEFORE Marilyn's presentation?

What is happening immediately AFTER Marilyn's presentation?

Who else is speaking at this event?

Where is the event taking place?

Name of ballroom or conference room Marilyn will be speaking in?

Name of airport Marilyn would be flying into and distance to speaking location:

Airport Distance

Name of hotel and confirmation number for Marilyn:

Hotel Name Confirmation #

Date and time of sound check with A/V team:

_____ AM PM
Date Time

Is there a program or reception the night before that you would like Marilyn to attend?

AUDIENCE PROFILE

Number attending Marilyn program: % male % female

Average age: Age range:

Who will be attending (i.e., executives, managers, employees, customers, clients)?

Spouses invited? Yes / No

Who are the Key executives or customers or sponsors in the attendance?

Can you provide a few names of individuals who would be willing to hop on a call with Marilyn so she could ask about their day-to-day issues, challenges, or best practices?

Is there anyone who is known for going above and beyond the call of duty, setting an example for others?

Anything else Marilyn should know about this audience?

ORGANIZATION OVERVIEW

Please provide a brief description of your organization (primary product or service, most important benefits you offer your customers/members, unique features of your service, major competitors, etc.)

Who is your organization's target market?

Biggest challenge for organization/audience members:

Is there anything newsworthy about your organization lately?

MARILYN'S PROGRAM

What are your three most important objectives for Marilyn's presentation?

1. _____
2. _____
3. _____

What ideas/skills do you want your group to retain from Marilyn's presentation?

Rank in order of importance to your audience: entertainment, content, motivation.

#1

#2

#3

Any special stories or examples do you want Marilyn to be sure to tell (if you've seen her speak before):

Is there anything else that Marilyn should know about the audience or your organization?

YOUR INFORMATION

Printed Name

Title

Company

Office Phone

Cell Phone

Email

Completed by (Signature)

Date

Thank you so much for taking the time to fill this out. For any questions, please call Marilyn directly at 702-631-570